

Building a Culture of Privacy in an Organization

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How do you build your
privacy program?

Bob Siegel



FIP, CIPM, CIPP/US/G/C/E,
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President & Founder
Privacy Ref, Inc.

- Privacy professional with more than 30 years of experience in the development of privacy policies and procedures; defining performance metrics to evaluate privacy maturity; and evaluating compliance with privacy laws, regulations, and policies
- Fellow of Information Privacy by the IAPP
- Training faculty member, having trained more than 12,000 professionals
- Member of the Association's advisory boards
- Contributor to the creation of the IAPP's Privacy Program Management, European Data Protection, and U.S. Private-Sector Privacy classes as a subject matter expert
- Instrumental in developing the video class on California Consumer Protection Act



Assistant General Counsel
Data Governance,
Cybersecurity & Litigation
Chief Privacy Office
VW Credit, Inc.

- Make the legal/business case to leadership
- Identify your Privacy Influencers
- Pick a Framework (e.g., NIST)
- Create foundational Policy & Procedure documents:
Internal Privacy Policy and Procedure, Privacy Risk
Assessment for Third Parties; Privacy Incident
Response
- Develop Privacy Training
- Create regular communication with leadership
- Earn Privacy a seat at the table

David Sella-Villa



Chief Privacy Officer,
State of South Carolina,
South Carolina Department
of Administration
Adjunct Professor, University
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The views and opinions expressed in this presentation are solely in my own individual capacity, and do not reflect the opinions, policies, or positions of my respective employers or any affiliated organizations or agencies.

- Statewide privacy (Enterprise Privacy Office - EPO) and security offices (Division of Information Security)
 - Each agency is largely responsible for its own privacy practices
- State information security standards that emphasize a limited set of privacy best practices: data classification and privacy impact assessments
- EPO focuses on
 - Training & awareness programs with a regular cadence
 - Assisting agencies work on: compliance programs and emerging privacy issues
- Opportunities to implement privacy by design
 - in a growing number of “Shared Services,” that are increasingly being adopted by state agencies, and
 - by drafting and advising on policy related to emerging issues



FIP, CIPM, CIPP/E, CIPP/US
Sr. Privacy Consultant
Privacy Ref, Inc.

- Why have a privacy program?
 - Compliance
 - Reputation
 - Trust
- What are the risks?
 - Privacy by Design
 - PIAs
 - Business Alignment
- On-Going Activities
 - Assessments
 - Audits
 - Steering Groups

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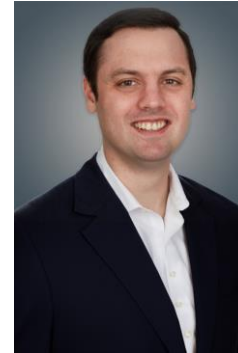
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